

Preparing for the analytics economy

Why and how Telecom operators should adapt

Madrid, June 7

Matthieu Joosten – Director Comms Industry SAS South EMEA

A man with glasses is looking at a computer monitor. The monitor displays a bar chart with blue bars. The man is wearing a blue shirt and a brown jacket. The background is blurred.

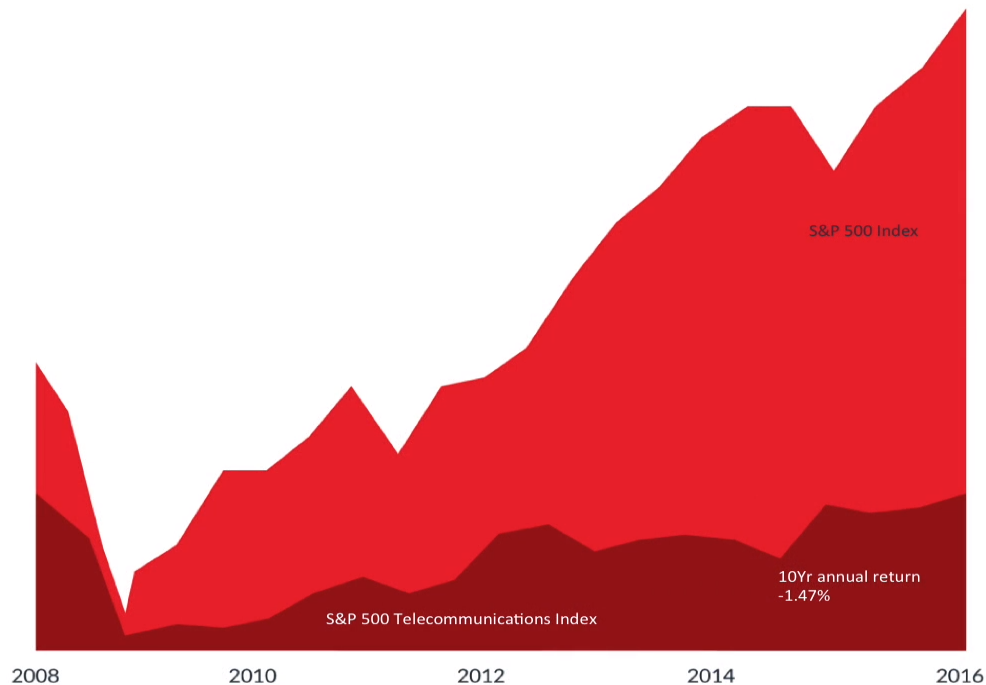
“Data analytics is no longer a nice option -- It’s the core of the Enterprise.”

Forbes Insights – June 2017

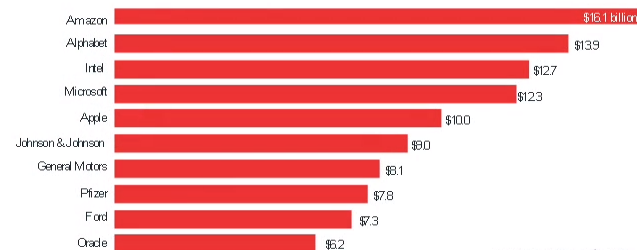
“86% of executives say their organizations have been at best ‘only somewhat effective’ at meeting the goals of their data and analytics programs.”

McKinsey

In the last decade, connectivity has become a commodity

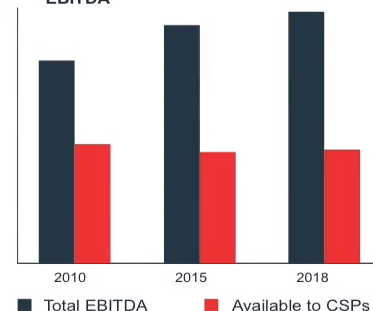


TECH COMPANIES LEAD IN R&D SPENDING

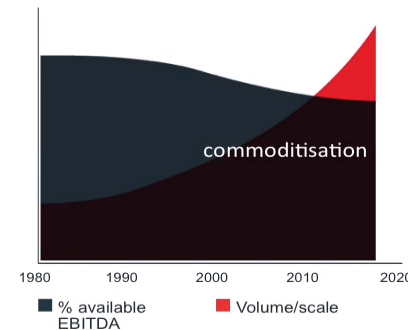


Source: Factsheet

CSP SHARE OF AVAILABLE EBITDA



SCALE & SHARE OF PROFIT



Seizing the 5G opportunity requires radical *business* transformation

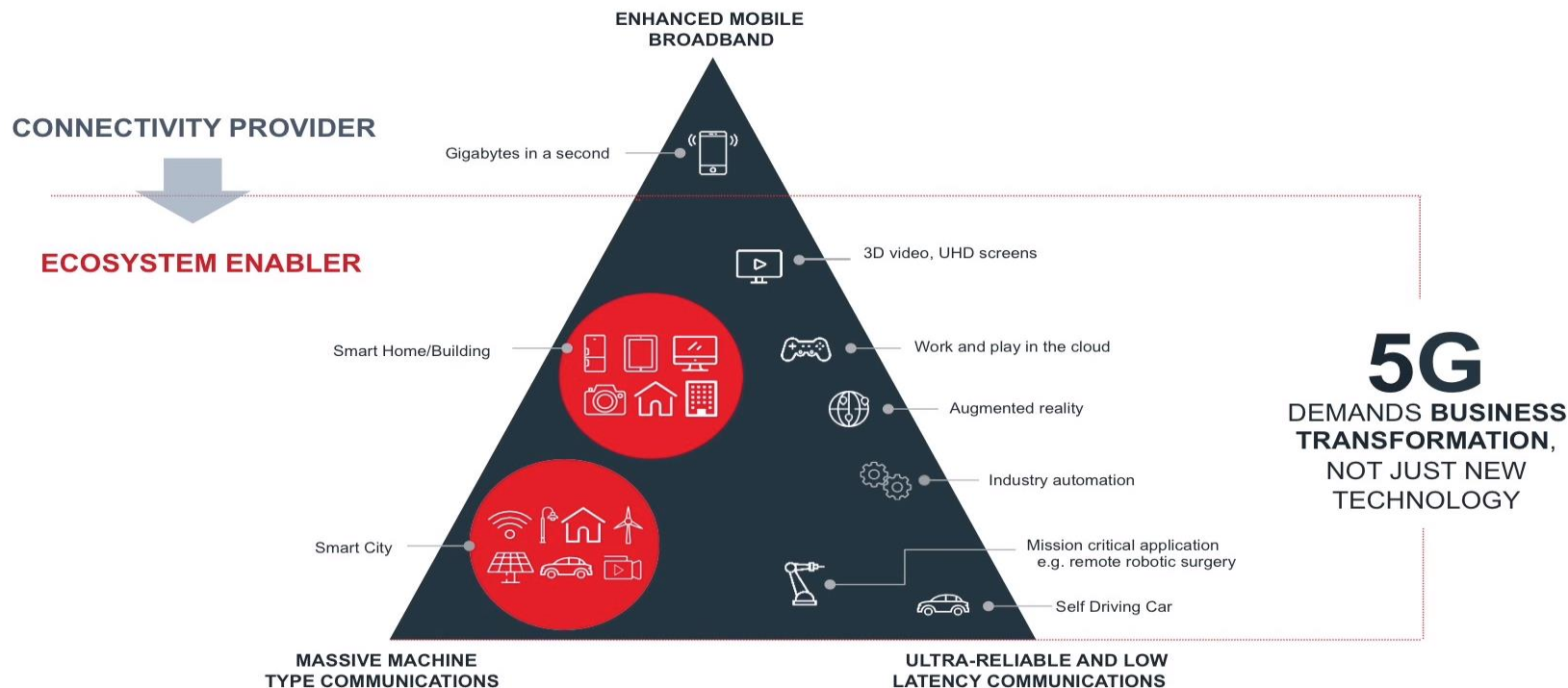


Diagram-Source: ITU

Board agendas & Work floor agendas

Moving from carbon algorithms to silicon algorithms

BOARD AGENDA

- IT rationalization
 - Network investments: 5G, FTTH, NFV/SDN
 - New campaigns
 - M&A
 - Reorganization
-
- Few decisions
 - Large impact



Analytics
AI, Machine Learning

OPERATIONS

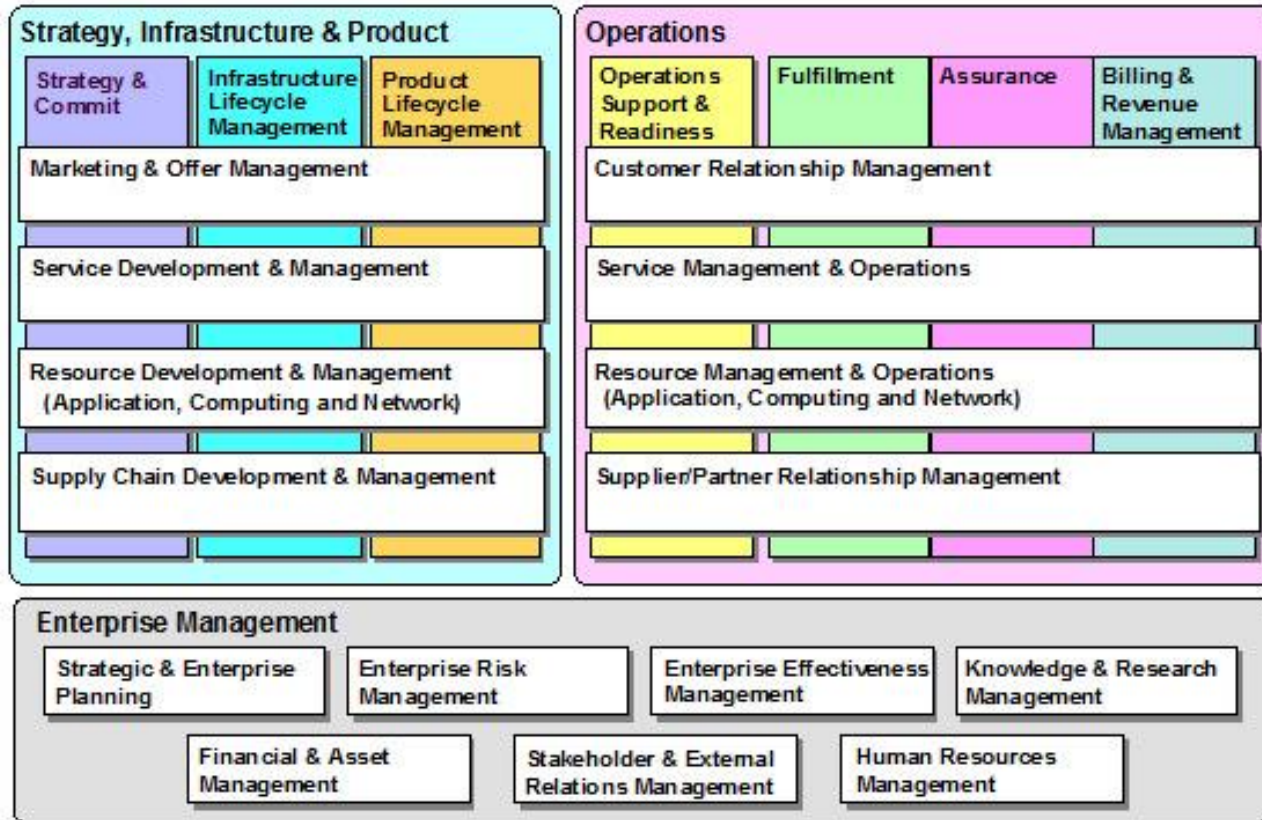
- Risk assessment
 - Fraud investigation
 - Network alarm
 - Banner
 - Real-time offer
-
- Millions of decisions
 - Large impact



Isolated islands with bits & pieces of analytics

eTOM model

Telecoms as a process driven industry



the new telco



Marketing & Sales

- Real-time Customer Intelligence
- Optimized customer journeys
 - Omni-channel
- Campaigns Optimization
 - NBA / NBO



Finance, Risk, Fraud, Privacy & Compliance

- Financial Analytics, forecasting & Planning & Value Management,
- Fraud detection & prevention
 - GDPR compliancy
 - Cyber security

Analytics

Deep Machine Learning - AI
Real Time & Event Driven
managing & orchestrating
business processes



Operations

- Provisioning & Fulfillment optimized by analytics
 - NPS improvements
 - CEM
- AI for chatbots



Networks, IT, IoT

- Network Analytics: forecasting, Planning, predictive maintenance
 - IoT & sensor analytics
 - IT resource planning
 - NFV / SDN - MANO

run on enterprise-wide analytics

Forces Shaping Analytics

What forces shape the form of enterprise-wide analytics?



Analytics embraces open



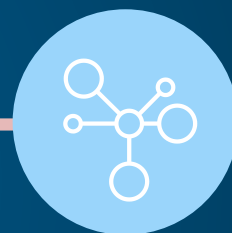
Everyone wants to be a data scientist



Changing data landscape



Machine learning & Artificial Intelligence



Analytics of Things



Cloud enabled analytics

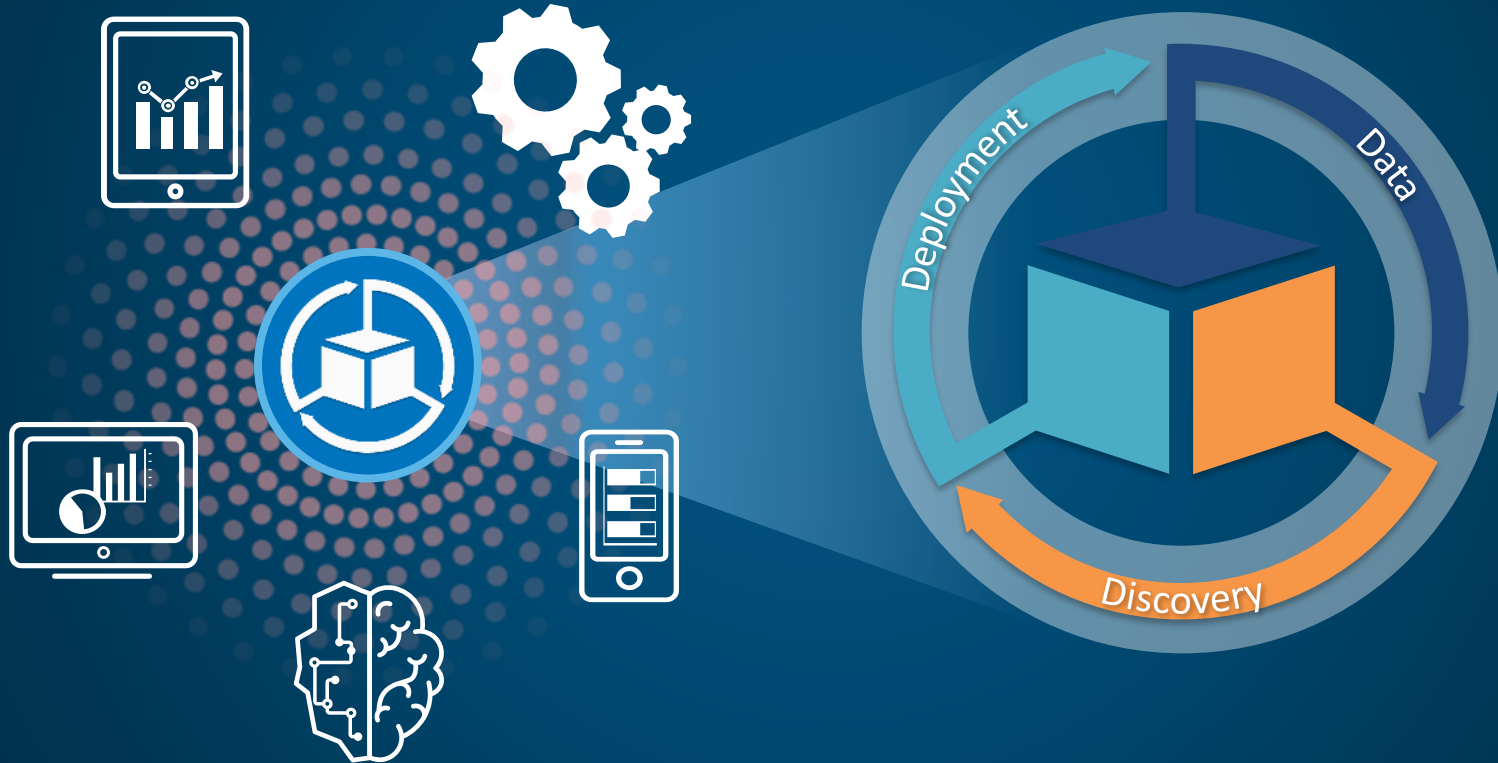
With lots of options
for analytics, how do
you begin to decide
what's best for you?



- Open Source
- Open Source Integrators
- Commercial software (specific solutions) vendors
- *Mega vendors* that already provide operational capabilities in your organization

✓ Enterprise Analytics Platform

What needs to be covered by the platform



What needs to be covered by the platform

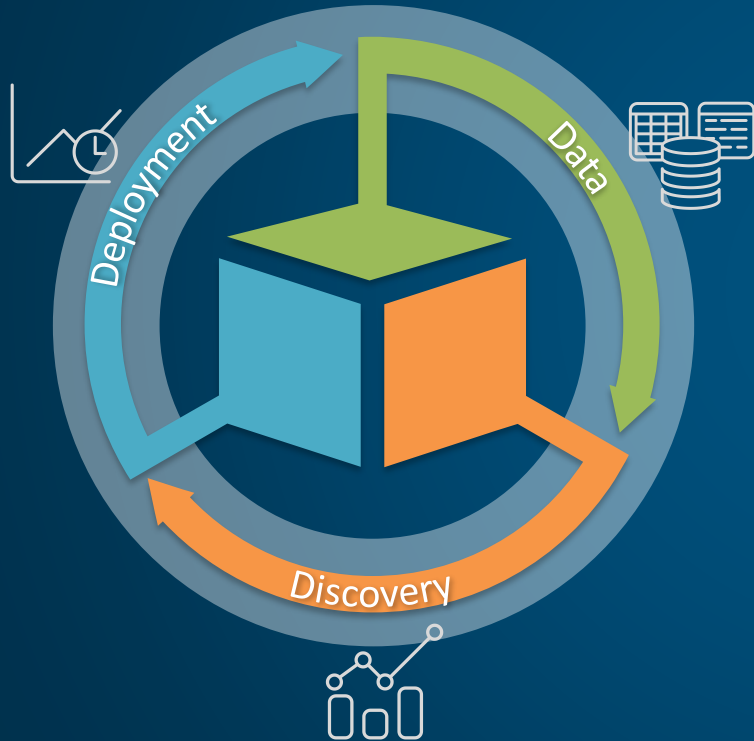


DIVERSITY

Niche analytics software isn't sufficient in complex and varied data and enterprise environments. Your analytics needs to flex across data, analytics, users and business problems.

- Range of analytics, from descriptive analytics to AI.
- Embraces and extends open source technologies.
- Range of users from Data Scientists to Analyst to Executive.
- Any business problem, any industry.

What needs to be covered by the platform

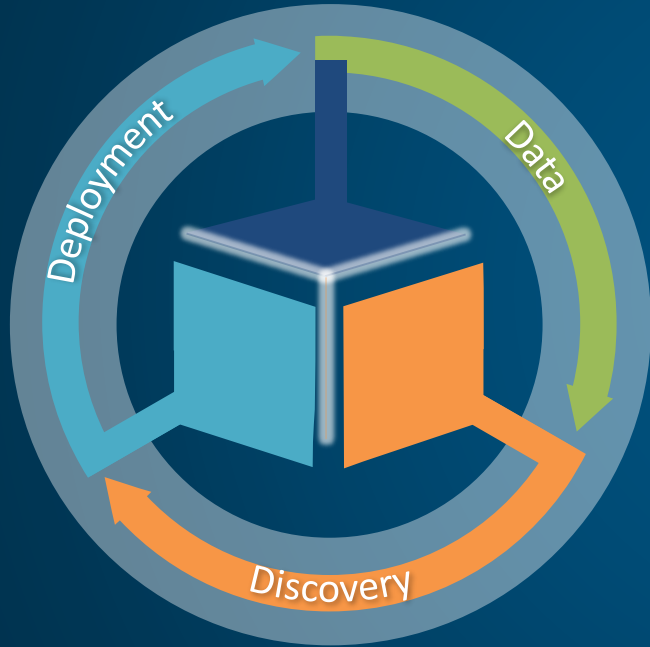


SCALE

Fragmentation in skills, technologies, and data, combined with lack of standards is a big barrier to scaling analytics successfully. You need to mine massive data in real-time and empower all your people to close the talent gap.

- Data – Speed and Volume
- Analytics – quantity, complexity and resiliency
- Speed to insights – from data to action

What needs to be covered by the platform



TRUST

To unlock the full potential of data, you must unify systems, people and processes. This can only be achieved by effectively wrapping data, discovery, and deployment into a continuum that accelerates each stage without compromising security and control.

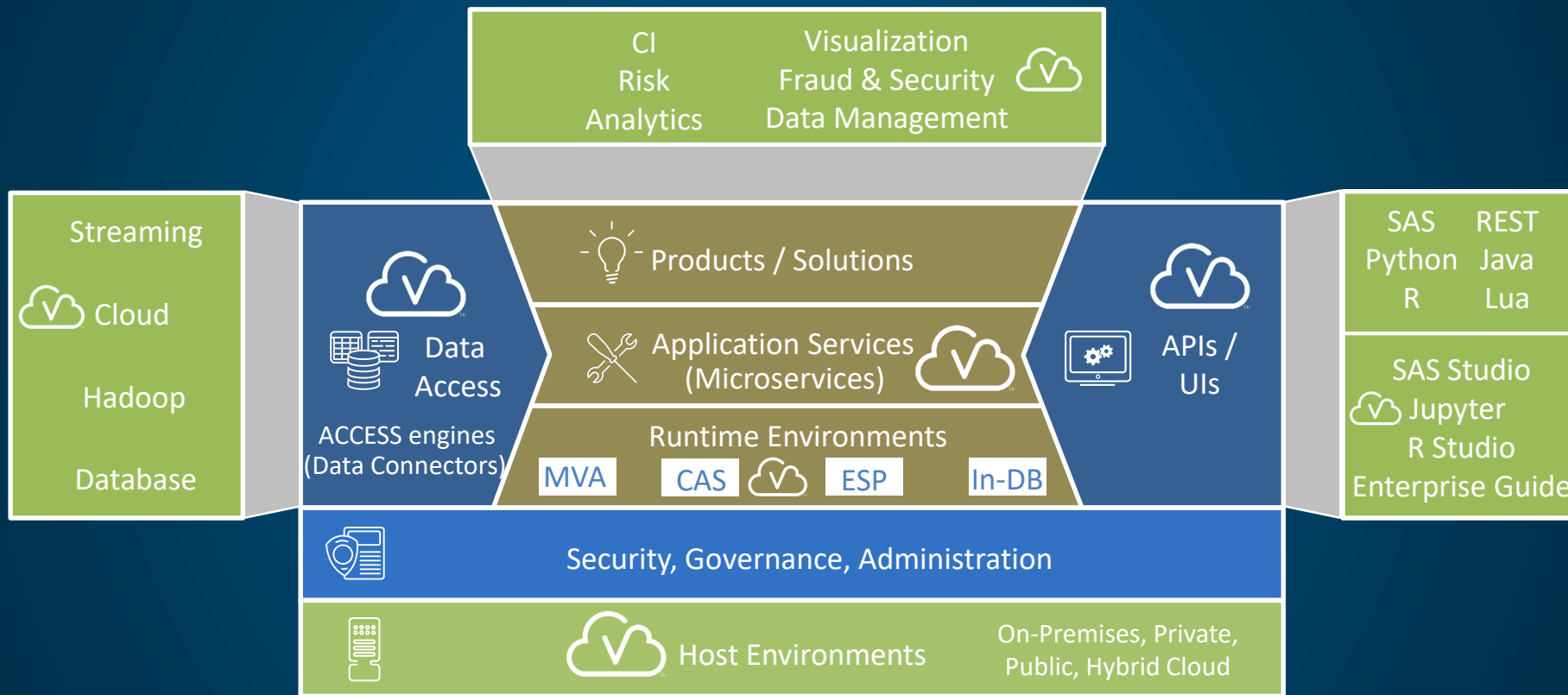
- Unifying all phases of analytics, all technology and sources
- Experience & Leadership
- Resiliency, Security & Governance



Everyone leveraging the same **data**, the same **science**, the same **platform**

The SAS Platform

The SAS Platform



Developing an Enterprise Analytics Culture

Long-term success lies in these components



PEOPLE



PROCESS



TECHNOLOGY



DATA



Consulting Offerings



White Papers



Modernization Assessments





“Analytics is core to success in the digital economy.
Data and analytics driven organizations will thrive.”

Chandana Gopal, IDC, December 2017

Thank you for your attention